



Eugene Sunday Streets 2016 Sponsorship Opportunities



EUGENE SUNDAY streets

Eugene Sunday Streets is THE signature walking and bicycling event for our community.

eugenesundaystreets.org

About Eugene Sunday Streets

Eugene Sunday Streets promotes healthy, active living by opening the city's largest public space – its streets – for people to walk, bike and roll while discovering the joys of active transportation in a safe, car-free environment. Each event features from



one to three miles of traffic-free streets that showcase Eugene's unique neighborhoods and business districts. Activity centers along the route feature games, live music and other entertainment for all ages in Eugene's beautiful City parks.

Who Attends?

Everyone! Walkers, runners, bicyclists, mobility device users, seniors, adults and youth – enjoy a day of physical activity right in their own community. The 5th Annual Eugene Sunday Streets events in 2015 broke our previous participation records attracting over 7,100 attendees and more than 150 volunteers. Many people are making Sunday Streets an annual family event and each year our programs continue to grow and draw more participants. Eugene Sunday Streets builds community, stimulates the local economy, and represents the resident, business and government investments to improve Eugene's quality of life, fostering a more livable city.

Goals of Sunday Streets

- ✓ *Improve the health of Eugene residents*
- ✓ *Reduce dependence on motor vehicles by encouraging walking and biking*
- ✓ *Increase awareness of sustainable transportation options*
- ✓ *Increase neighborhood livability & build community*
- ✓ *Create new opportunities for businesses, recirculating money directly into our local economy*



Support Eugene Sunday Streets

Celebrating its 6th Anniversary this year, Eugene Sunday Streets is bringing back the Downtown Route from 2015 to highlight the revitalization of Downtown and the open spaces it encompasses. The September event will highlight a unique Eugene neighborhood and we are extending the Sunday Streets program this year by offering two bonus transportation fairs in two additional neighborhoods in North and Northwest Eugene. We anticipate more than 8,000 people will participate. We invite you and your employees to join us in these community celebrations!

Your sponsorship is an investment in our community, the people and the future of Eugene.

Ask us about opportunities for employee engagement and volunteerism through the Sunday Streets events!

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Eugene Sunday Streets Delivers

Eugene Sunday Streets helps you achieve high impact results with your sponsorship. Dedicated staff members support your company in the planning and implementation of the events to ensure you will achieve your sponsorship goals. Your support of Eugene Sunday Streets will not go unnoticed.

Associate Your Business with Eugene Sunday Streets

Sunday Streets events captures the spirit of Eugene. They combine passion for health, the environment and community. Eugenians love Sunday Streets! The events are the ONLY of their kind in our area. They provide a safe environment where residents can be active and have fun!

Join in on the Fun!

Sunday Streets unites all Eugenians by engaging hundreds of volunteers, non-profits, businesses and local community groups. This unique collaboration engages diverse communities across Eugene to encourage healthy, sustainable lifestyles. Cities across America look to Eugene for inspiration and know-how as they develop similar events in their community.

Connect to Eugene Sunday Streets Participants

Eugene Sunday Streets is the perfect vehicle for your business to connect with the local community in a meaningful way. A sponsorship is a public declaration that your business shares the same values inherent in Eugene Sunday Streets. The event support neighborhoods, families and activities that make them healthy. Sunday Streets is dedicated to prosperity and happiness in the place we call home—Eugene!



Business Sponsorship Levels

PRESENTING SPONSOR

We are searching for an excellent, exclusive partner for Eugene Sunday Streets who will enjoy the highest level of visibility throughout the events and entire promotional season. Their brand will be synonymous with Sunday Streets and included in the title of the event and in all event materials, mentions and promotions. If your company is interested in serving as the exclusive presenting sponsor of Eugene Sunday Streets, please contact Lindsay Selser at 541-682-5094.

Sunday Streets CHAMPION

\$10,000 for both events
(limited to 2 sponsors)

Sunday Streets is offering an exclusive opportunity for two special companies to be the major sponsor for the 6th Anniversary events. The Sunday Streets Champion will enjoy a high level of visibility and be prominently recognized for supporting this important community program.

- Your company will become synonymous with Eugene Sunday Streets
- Exclusive Activity Center title
- Company/Organization logo will be featured in all collateral materials

Sunday Streets ADVOCATE

\$2,500 for both events
(limited to 8 sponsors)

Through being an Advocate your company will reach across the City promoting good health and active transportation. Sunday Streets is run on volunteer power – Advocates sponsorship makes a volunteer station possible and gives your business excellent visibility and demonstrates your commitment to volunteerism in our community. You will be highlighted in our e-newsletters, website and social media promotions.

Sunday Streets PROMOTER

\$5,000 for both events
(limited to 4 sponsors)

Sunday Streets Promoters will be offered the next highest level of exposure to Sunday Streets households and participants.

- Extensive exhibition and activation opportunity at a popular park to maximize your impact at each event
- Inclusion in most collateral materials

Sunday Streets SUPPORTER

\$1000 for both events
(limited to 10 sponsors)

As a Sunday Streets supporter you will be able to create a special on-route site where your company will enjoy a steady stream of people flowing right past your display. You will enjoy mentions on our website, newsletters and social media.

Sunday Streets FUN

\$500 for both events

As a Sunday Streets Fun sponsor you will enjoy booth space at both of our summer events and promotion at our two bonus transportation fairs. Your company's logo will appear on our website and social media platforms.



There is an opportunity for your business to support Eugene Sunday Streets at any level. The Sunday Streets team is dedicated to working with you to maximize the return on your investment.





Sponsorship Benefits at a Glance

	Sunday Streets CHAMPION	Sunday Streets PROMOTER	Sunday Streets ADVOCATE	Sunday Streets SUPPORTER	Sunday Streets FUN
Eugene Sunday Streets partner levels for both events	\$10,000 (2)	\$5,000 (4)	\$2,500 (8)	\$1,000 (10)	\$500
Exclusive activity center title	✓				
Extensive on-route signage	✓				
Category exclusivity	✓	✓			
Logo on print advertising	Large	Medium	Name only		
Newsletter articles with company/organization byline	3 newsletters	2 newsletters	1 newsletter		
Logo on volunteer t-shirts	Large	Medium	Small	Name only	
Mention or logo in all event newsletters	✓	✓	✓	✓	
Features in social media marketing	✓	✓	✓	Mention only	
Logo placement on season-wide collateral (posters, banners, etc.)	Large	Medium	Small	Name only	
Exclusive name and/or logo on event signs	2 signs	2 signs	2 signs	2 signs	
Company/organization message and logo on website	2 paragraphs & logo	1 paragraph & logo	2 sentences & logo	Name & logo only	Name
10' X 20' exhibition space	✓	✓	✓	✓	✓
Opportunities for staff volunteerism & engagement	✓	✓	✓	✓	✓



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